

MEGAN BARRY  
MAYOR



## METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission  
Sunnyside in Sevier Park  
3000 Granny White Pike  
Nashville, Tennessee 37204  
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### STAFF RECOMMENDATION

400 Broadway  
December 20, 2017

**Application:** Signage

**District:** Broadway Historic Preservation Zoning Overlay

**Council District:** 19

**Map and Parcel Number:** 09306308200

**Applicant:** Ryan Hibbert

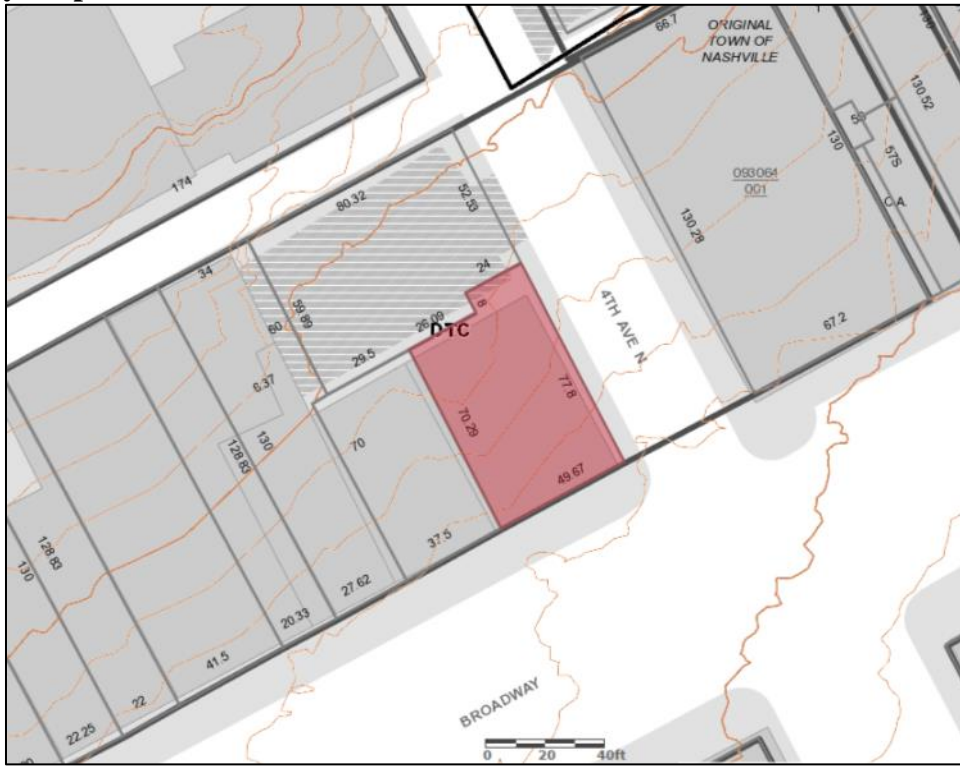
**Project Lead:** Melissa Baldock

**Description of Project:** Application is to paint a sign/mural on the rear addition. The mural will be approximately twenty-two feet wide by fifty-one feet tall (22' X 51'), or one thousand, one hundred and twenty-two square feet (1,122 sq. ft.) .

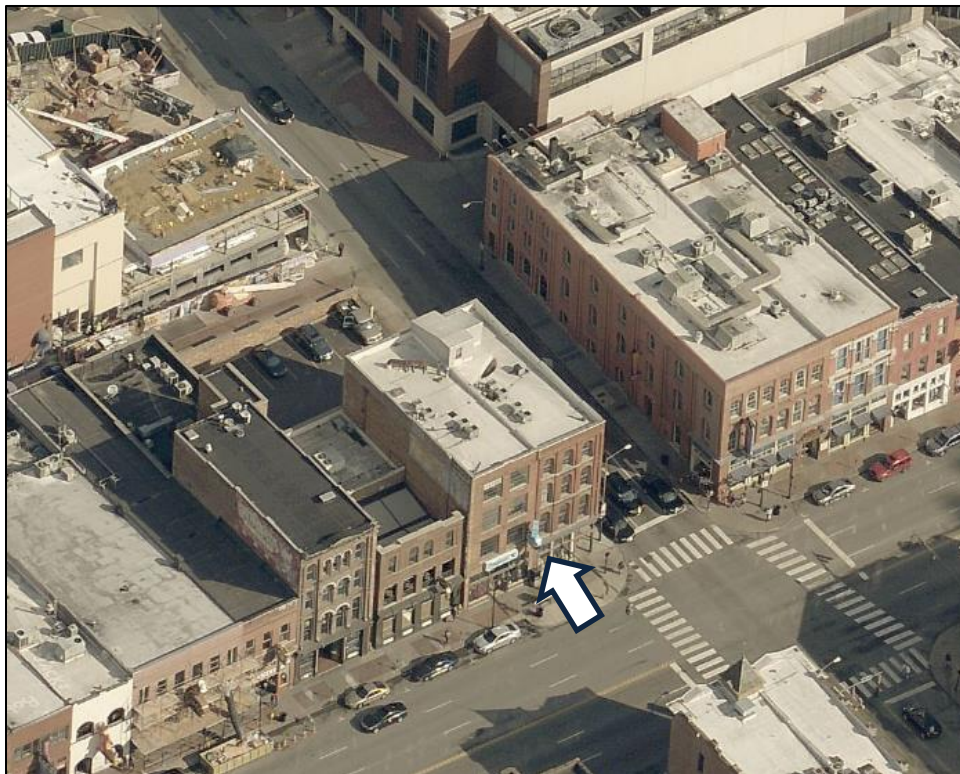
**Recommendation Summary:** Staff recommends disapproval, finding that the signage's square footage to be larger than the one hundred and twenty-five square feet (125 sq. ft.) allotted in the design guidelines for painted signs for the entire building. Staff finds that the proposed sign does not meet Section IV. of the design guidelines.

**Attachments**  
**A:** Photographs

### Vicinity Map:



### Aerial Map:



## **Applicable Design Guidelines:**

### **IV.SIGNAGE**

#### **INTRODUCTORY PROVISIONS**

##### **Intent**

The purpose of these regulations is to preserve the historic character of the overall district and individual historic buildings follow the basic principles and guidance of the “Downtown Codes Sign Standards” as adopted 1/30/2013. The “Downtown Codes Sign Standards” breaks signage guidance up by “street types.” The Broadway Historic Preservation Zoning Overlay closely follows the guidance for “Pedestrian Street” type.

##### **Applicability**

- These sign regulations apply to all properties within the Broadway Historic Preservation Zoning Overlay.
- (Not referencing code since our current design guidelines do not reference code and there are permissible signs within the code that would not meet our design guidelines.)
- Signage that is cut into the face of the building is prohibited.
- Signage located on the interior of a building or attached to the inside of glass windows is not reviewed.
- Sandwich board signs and 3-dimensional sidewalk signs that are brought into the building at the close of each business day shall not be reviewed by the MHZC but may require review by Public Works.
- Historic signage should be retained. Removal of historic signage may take place as a Modification.

##### **Sign Permit Applications**

Applications for sign permits shall be made with and reviewed by the Metro Historic Zoning Commission (MHZC). All sign applications that do not involve Modifications shall only require MHZC administrative approval.

#### **MODIFICATIONS**

##### **Sign Permit Modifications**

Requests for modifications to sign standards are reviewed by the Metro Historic Zoning Commission. If the property is also within a MDHA redevelopment district, approval from the MHZC is all that is needed. Two additional types of Modifications for signage related permits may be requested and are outlined below.

##### **Modifications for Exceptional Design**

Creative signage that does not fit the specific regulations of these guidelines may be considered by the MHZC, based on its merits, as they relate to all of the following design criteria:

- Architecture
- The configuration or location of the building or property
- Building scale
- Legibility
- Technical competence and quality in design, construction and durability

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structure (i.e. canopy) will require review by all applicable agencies. Exceptional design modifications shall not permit electronic changeable copy where it is otherwise not permitted.

#### **GENERAL STANDARDS**

##### **Materials**

All permanent, on-premises signs shall be constructed of a rigid, weatherable material such as hard plastic, wood, MDO plywood, aluminum, steel, PVC, glass, fiberglass and or Plexiglass. On-premises permanent signs shall not be constructed of nonrigid materials including, but not limited to, vinyl, fabric, canvas, or corrugated plastic. The provisions of this subsection shall not apply to approved, permitted

canopies, awnings and porticoes.

### Building Façade and Street Frontage Measurement

In determination of number of stories of a building, rooftop additions shall not be considered within the number of stories.

### OTHER SIGN TYPES

#### Painted Signs

All painting of masonry, whether for signage, to change the color of the building, or for artwork shall be reviewed by the MHZC. (Please see section on “walls” for guidance on painting a masonry building.)

Painted signage may be considered by the MHZC as modification, based on the following design criteria:

- Should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings.
- Painted on main facades or the first level of buildings are not appropriate.
- Generally, a painted sign should not be more than 125 square feet in size.
- Painted signs should serve as a sign for the current occupant(s) and should not advertise off-site businesses or products.
- Generally, painted signage should not have lighting; however, if lighting is necessary, it should be between one and two gooseneck lights or another type of light that can be hidden by an architectural feature. Metallic, fluorescent and day-glow paints are not appropriate.

**Background:** 400 Broadway is a circa 1870 brick commercial structure that contributes to the Broadway Historic Preservation Zoning Overlay. The western-most portion of the building was altered in the early to mid-twentieth century with new window openings and steel windows (Figure 1). A rooftop addition and rear addition was approved by the MHZC in December of 2016, and is largely finished (Figure 2).

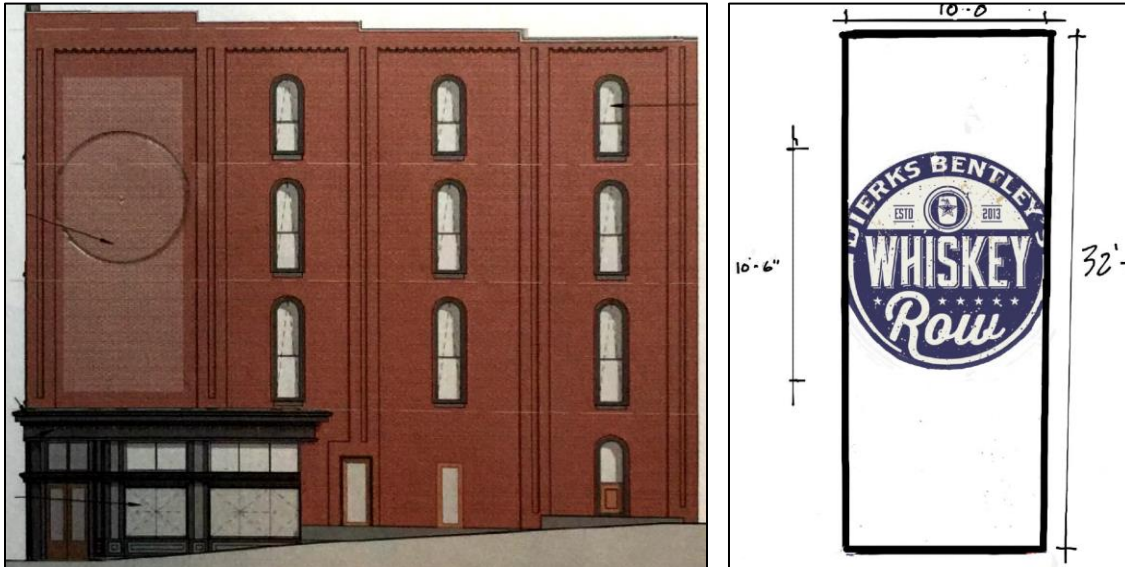


Figure 1 (left) is a photo of 400 Broadway. Figure 2 (right) is a drawing of the rooftop and rear addition approved by MHZC.

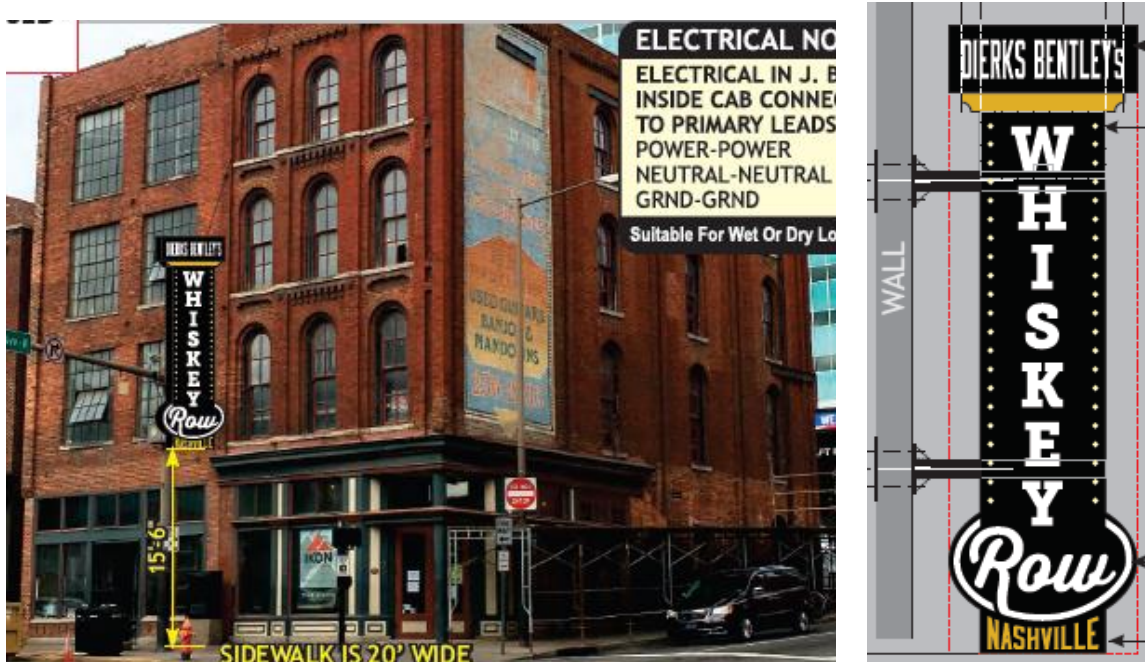


MHZC staff has issued several permits for signage for this property in the last year:

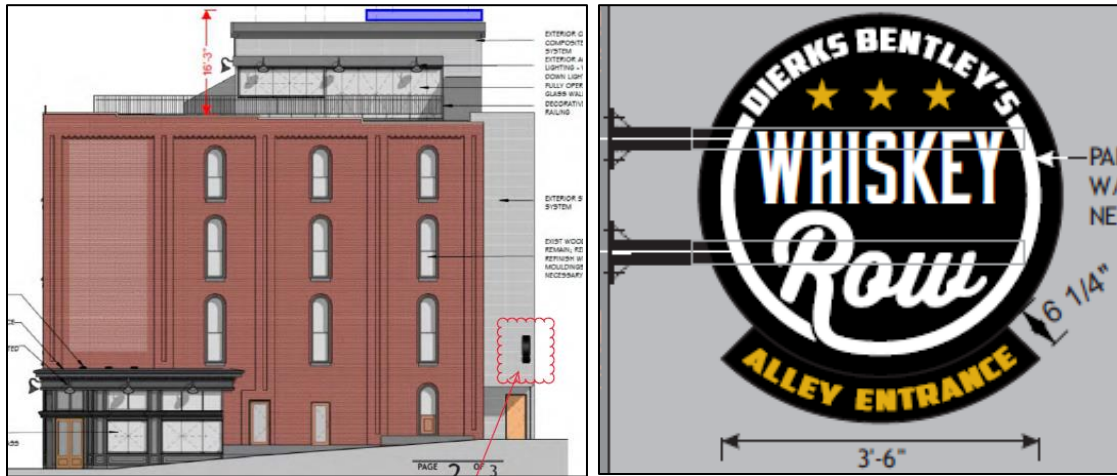
1. Painted wall sign on the 4<sup>th</sup> Ave. N. elevation, with a square footage of eighty-six and a half square feet (86.5 sq. ft. ). As part of this approval, the applicant is to remove the existing painted sign (See Figure 1), which is not historic. Sign was approved administratively in April 2017.



2. Projecting sign on the Broadway façade that is approximately sixty square feet (60 sq.ft). The sign was approved by MHZC in April 2017 and revised in August 2017.



- Projecting sign on the rear addition, 4<sup>th</sup> Ave. N. façade that is approximately sixteen square feet (16 sq. ft.). The sign was approved by MHZC staff in September 2017.



- Wall sign on Broadway, approximately seven square feet (7 ft. sq.).





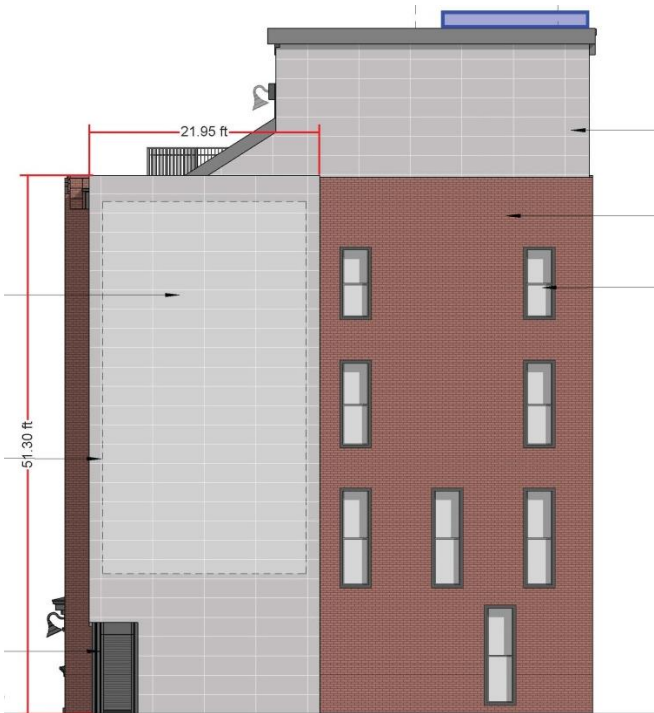
**Analysis and Findings:** Application is to paint a sign/mural on the rear addition. The mural will be approximately twenty-two feet wide by fifty-one feet tall (22' X 51'), or one thousand, one hundred and twenty-two square feet (1,122 sq. ft.) .



(Left) Recent photo of rear addition



(Right) Proposed mural



Rear façade drawing, showing the dimensions of the addition to be approximately 22' X 51'.

Allotment, Size: The design guidelines state that “Generally, a painted sign should not be more than 125 square feet in size.”

The area where the new painted sign is proposed is approximately twenty-two feet by fifty-one feet (22' X 51'), or one thousand, one hundred and twenty-two square feet (1,122 sq. ft.). The sign/painted mural is significantly larger than the building's allotment of one hundred and twenty-five square feet (125 sq. ft.). In addition, the applicant has a preservation permit for an eighty-six square feet (86 sq. ft.) sign on the 4<sup>th</sup> Avenue North façade. If the 4<sup>th</sup> Avenue North painted sign is installed, then the remaining allotment for painted signage for the building is thirty-nine square feet (39 sq. ft.). The proposed one thousand, one hundred and twenty-two square feet (1,122 sq. ft.) painted sign far exceeds the allotment for the building. Staff therefore finds that the proposed painted sign's size does not meet Section IV. of the design guidelines.

Location: The design guidelines state that painted signs “Should only be added to rear elevations or exposed upper secondary elevations and should not cover transoms, columns, cornices, decorative elements, openings and architectural features or require the enclosure of openings.” The proposed painted sign/mural is proposed for a rear addition, which could be appropriate if the size were within the allotment of one hundred and twenty-five square feet (125 sq. ft.) for the entire building.

Illumination: No illumination was indicated for the proposed mural.

**Recommendation Summary:** Staff recommends disapproval, finding that the signage's square footage to be larger than the one hundred and twenty-five square feet (125 sq. ft.) allotted in the design guidelines for painted signs for the entire building. Staff finds that the proposed sign does not meet Section IV. of the design guidelines.



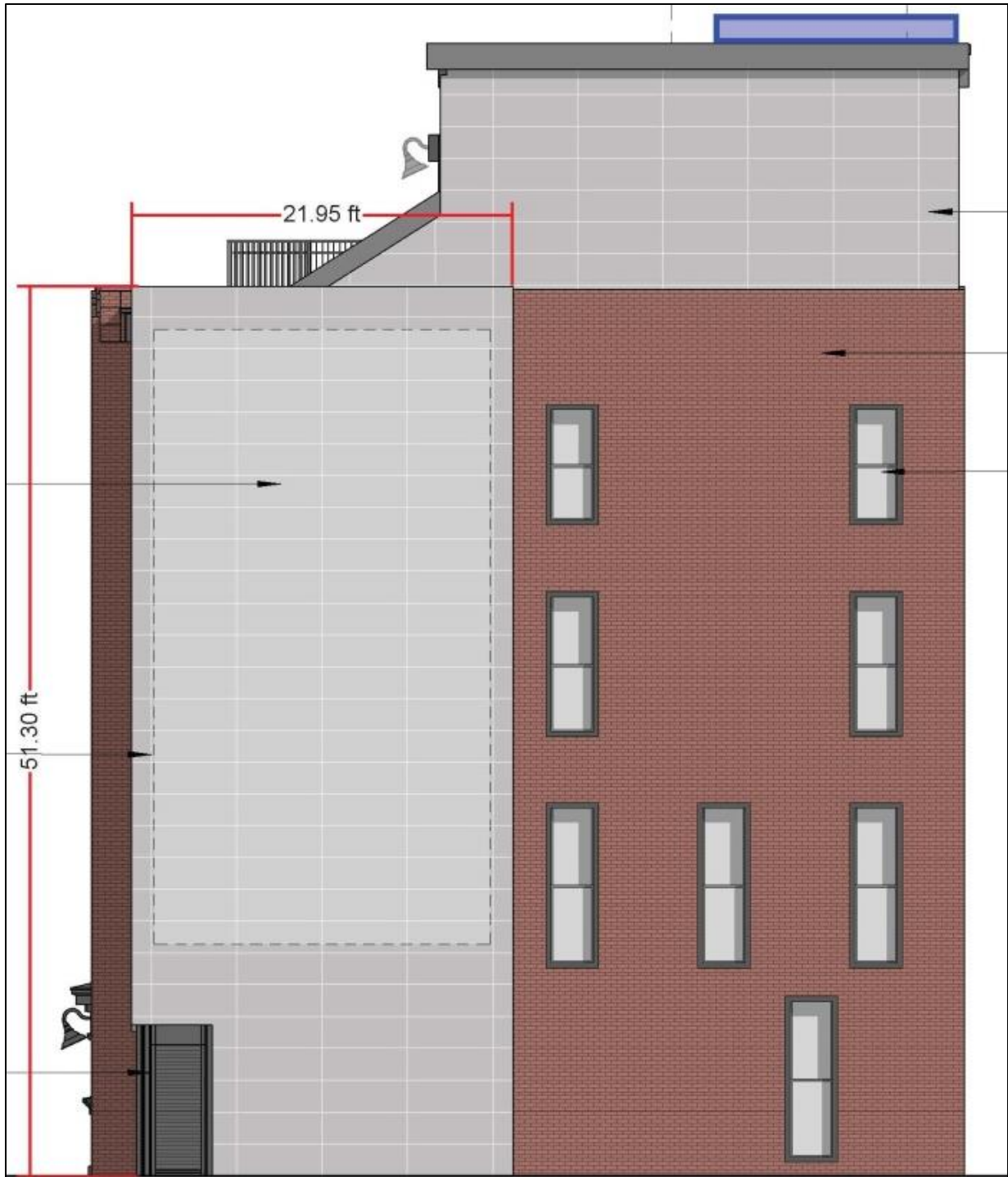


Rear Façade/Rear addition at 400 Broadway





Proposed mural for the addition



Rear addition elevation, approved by MHZC